

Notice



Help

Identification

Reference Number:	22032051
Request ID:	14-81556
Date First Offered	12/23/2013
Title:	CEO Branding and Marketing Firm RFP (Agency) **Contains a BEP Goal**
Agency Reference Number:	81556
Agency:	CEO - Commerce and Economic Opportunity
Purchasing Agency:	CEO - Commerce and Economic Opportunity
Purchasing Agency SPO:	Cindy Krebs
Status:	Published

Overview

Description and Specifications:

The Department of Commerce and Economic Opportunity (DCEO) is giving notice of intent to award a contract to Colman Brohan Davis for "CEO Branding and Marketing RFP" (Reference number 22032051). The State has determined that they are the most responsive, responsible and lowest cost vendor. The cost has been deemed fair and reasonable.

The bid contained at 13% BEP Goal. Colman Brohan Davis has met this goal through self performance.

The contract total will not exceed \$1,295,000.00 including renewals (three year initial term with a one year optional renewal).

Contract start date is an estimate. Actual start date will be no sooner than last signature on contract or execution, whichever occurs last. In no event shall it be prior to all procurement requirements having been met.

This solicitation was not set aside for small businesses.

Key Information

Notice Type:	Contract Award Notice
Published:	04/15/2014
Notice Expiration Date:	04/29/2014
Professional & Artistic:	No
Small Business Set-Aside:	No
Does this solicitation contain a BEP or DBE requirement?:	Yes
Does this solicitation contain a Veteran requirement?:	No
Relevant Category:	General Services

Total Amount of Award: \$1,295,000.00 (Total Dollar Value Only/Includes Any Renewal Options)
 Estimated/Actual Value: The award amount is estimated and will not exceed \$1,295,000.00.
 Description: This is based upon first year fees of \$95,000.00 for Brand Development, Collateral Design and Brand Style Guide plus up to a maximum of \$300,000 in fees based upon a blended hourly rate of \$150.00/hr. Each year following the initial contract year will not exceed \$300,000 per year based upon a blended hourly rate of \$150.00/hr.

Length of Initial Term: 36
 Contract Begin Date: 06/01/2014
 Contract End Date: 05/30/2017
 Renewal Terms: 1

Bidder(s)

Number of Responding Bidders: 5
 Number of Unsuccessful Responsive Bidders: 4
 Total Number Awarded: 1

Listing of All Bidders/Offerors Considered But Not Selected:

The Monogram Group
 Fleishman Hillard
 Fanning Communications
 Maclyn Group
 Source Selection: RFP

Vendor(s) Selected for Award

Vendor Name	Amount of Award	BEP Goal %	DBE Goal %
Colman Brohan Davis	\$1,295,000.00	13%	0%

Notice Contact

Name: Rick Rogers
 Street Address: 500 E. Monroe
 IL 329
 City: Springfield
 State: IL
 Zip Code: 62701
 Phone: 217-524-8148
 Fax Number: 217-558-5146
 EMail Address: rick.rogers@illinois.gov

Class Code

Class Codes: S100 Advertising Services
 S380 Management; Consulting; & Public Relations (non-EDP) Services

Attachments

To download file(s), click on filename(s) located below. Not all Notices will have files to download.

File Attachments: